



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Mundy Katowitz Media  
1322 G. Street S.E.  
Washington, DC 20003

## Contract # 194541

**Schedule Dates** 10/23/12-11/01/12  
**Advertiser** Priorities USA Action (14656)  
**Agency/T-Code** Mundy Katowitz Media (1517)/ELECTRONIC  
**Product** Political-Political (1088)  
**Brand** Est 1566 10/23-10/29 (71204)  
**Salesperson** Monares, Barbara (1108)  
**Sales Office** WJLA - Core Team  
**Buyer Name** BASSETTE,CASEY  
**Phone/Fax** /  
**CPE** Est 1566 10/23-10/29  
**Account Types** Local/Political Issue Agency  
**Billing Type** Standard  
**Comments** Est 1566 10/23-10/29

**Date Entered** 08/27/12  
**Last Modified** 10/31/12  
**Entered By** Barbara Monares  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$9,742.50  
**Net Total** \$55,207.50  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
Oct. 2012 38  
Nov. 2012 6  
**Grand Total:** 44  
**Rate**  
\$55,750.00  
\$9,200.00  
\$64,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/24/12-10/26/12	4	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A				1		1			2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		8/27/12
2.0	Normal Line / SPOT	10/23/12-10/26/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA			1	1	1	1			4	\$1,800.00	\$7,200.00	WJLA Arlington (WJLA)		8/27/12
3.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA	1	1							1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		8/27/12
4.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	6:58A- ABC-GOOD MORNING AMERICA SAT						1			1	\$850.00	\$850.00	WJLA Arlington (WJLA)		8/27/12
5.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							1		1	\$750.00	\$750.00	WJLA Arlington (WJLA)		8/27/12
6.0	Normal Line / SPOT	10/23/12-10/25/12	2	:30	9A- LIVE!			1	1	1				2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		8/27/12
7.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	9A- LIVE!	1	1							1	\$900.00	\$900.00	WJLA Arlington (WJLA)		8/27/12
8.0	Normal Line / SPOT	10/24/12-10/26/12	2	:30	10A- RACHAEL RAY			1	1	1				2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		8/27/12
9.0	Normal Line / SPOT	10/24/12-10/25/12	2	:30	10:58A- ABC-THE VIEW			1	1	1				1	\$1,300.00	\$1,300.00	WJLA Arlington (WJLA)		8/27/12
9.0.1	Closed Preempt	10/25/12															WJLA Arlington (WJLA)	No Avail/Exception -	
10.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	10:58A- ABC-THE VIEW		1								\$1,300.00		WJLA Arlington (WJLA)		8/27/12

## CONFIRMATION CONTRACT

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**Agency/T-Code** Mundy Katowitz Media (1517)/ELECTRONIC  
**Product** Political-Political (1088)  
**Brand** Est 1566 10/23-10/29 (71204)  
**Salesperson** Monares, Barbara (1108)  
**Sales Office** WJLA - Core Team  
**Buyer Name** BASSETTE, CASEY  
**Phone/Fax** /  
**CPE** Est 1566 10/23-10/29  
**Account Types** Local/Political Issue Agency  
**Billing Type** Standard  
**Comments** Est 1566 10/23-10/29

**Date Entered** 08/27/12  
**Last Modified** 10/31/12  
**Entered By** Barbara Monares  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$9,742.50  
**Net Total** \$55,207.50  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
Oct. 2012 38 \$55,750.00  
Nov. 2012 6 \$9,200.00  
**Grand Total:** 44 \$64,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0.1	Closed Preempt	10/29/12															WJLA Arlington (WJLA)	No Avail/Exception -	
11.0	Normal Line / SPOT	10/23/12-10/26/12	2	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1	1	1	1		4	\$1,200.00	\$4,800.00	WJLA Arlington (WJLA)		8/27/12
12.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	1	1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		8/27/12
13.0	Normal Line / SPOT	10/24/12-10/26/12	2	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)				1	1	1			2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		8/27/12
14.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	12:57P- ABC-THE CHEW					1				1	\$900.00	\$900.00	WJLA Arlington (WJLA)		8/27/12
15.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	12:57P- ABC-THE CHEW	1	1								\$900.00		WJLA Arlington (WJLA)	No Avail/Exception -	8/27/12
15.0.1	Closed Preempt	10/29/12															WJLA Arlington (WJLA)		
16.0	Normal Line / SPOT	10/23/12-10/26/12	2	:30	3P- ANDERSON COOPER SHOW			1	1	1	1			2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		8/27/12
17.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	3:58P- ABC-KATIE COURIC				1						\$1,700.00		WJLA Arlington (WJLA)		8/27/12
17.0.1	Closed Preempt	10/24/12															WJLA Arlington (WJLA)	Program Change/Exception - PLEASE CHANGE TO THE NEW PROGRAM TITLE	
18.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	3:58P- ABC-KATIE COURIC	1	1								\$1,700.00		WJLA Arlington (WJLA)		8/27/12

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### Agency/T-Code

Mundy Katowitz Media (1517)/ELECTRONIC

### Product

Political-Political (1088)

### Brand

Est 1566 10/23-10/29 (71204)

### Salesperson

Monares, Barbara (1108)

### Sales Office

WJLA - Core Team

### Buyer Name

BASSETTE,CASEY

### Phone/Fax

/

### CPE

Est 1566 10/23-10/29

### Account Types

Local/Political Issue Agency

### Billing Type

Standard

### Comments

Est 1566 10/23-10/29

Date Entered 08/27/12

Last Modified 10/31/12

Entered By Barbara Monares

CO-OP No

### Headline #

### Demo

Order Type Normal

### Package Deal

Commission % 15.00

Commission \$9,742.50

Net Total \$55,207.50

### Sales Tax

### WJLA Arlington (WJLA)

By Broadcast Month Spots Rate

Oct. 2012 38 \$55,750.00

Nov. 2012 6 \$9,200.00

Grand Total: 44 \$64,950.00

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18.0.1	Closed Preempt	10/29/12															WJLA Arlington (WJLA)	Program Change/Exception - PLEASE CHANGE TO THE NEW PROGRAM TITLE	
19.0	Normal Line / SPOT	10/23/12-10/25/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1		1					2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		8/27/12
20.0	Normal Line / SPOT	10/24/12-10/24/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P			1						1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		8/27/12
21.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	6:27P- 6:30P (EST)					1				1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)	WORLD NEWS AD.	8/27/12
22.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							1		1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		8/27/12
23.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	7:27P- JEOPARDY					1					\$5,000.00		WJLA Arlington (WJLA)		8/27/12
23.0.1	Closed Preempt	10/25/12															WJLA Arlington (WJLA)	No Avail/Exception -	
24.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	7P- WHEEL OF FORTUNE WEEKEND							1			\$1,800.00		WJLA Arlington (WJLA)		8/27/12
24.0.1	Closed Preempt	10/27/12															WJLA Arlington (WJLA)	Sports/Spot -	
25.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	7:29P- JEOPARDY WEEKEND							1			\$1,800.00		WJLA Arlington (WJLA)		8/27/12

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BASSETTE,CASEY

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### Account Types

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### Comments

Est 1566 10/23-10/29

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Barbara Monares

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25.0.1	Closed Preempt	10/27/12															WJLA Arlington (WJLA)	Spots/Spot =	
26.0	Normal Line / SPOT	10/25/12-10/25/12	2	:30	11:35P- ABC-ABC NIGHTLINE					1				1	\$1,700.00		WJLA Arlington (WJLA)		8/27/12
26.0.1	Closed Preempt	10/25/12															WJLA Arlington (WJLA)	No Avail/Exception =	
27.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	11:35P- ABC-ABC NIGHTLINE		1								\$1,700.00		WJLA Arlington (WJLA)		8/27/12
27.0.1	Closed Preempt	10/29/12															WJLA Arlington (WJLA)	No Avail/Exception =	
28.0	Normal Line / SPOT	10/28/12-10/28/12	2	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		8/27/12
29.0	Normal Line / SPOT	10/27/12-10/27/12	2	:30	12:35A- CASTLE								1	1	\$450.00	\$450.00	WJLA Arlington (WJLA)		8/27/12
30.0	Normal Line / SPOT	10/23/12-10/23/12	2	:30	6:58P- ABC 7 NEWS SPECIAL				1					1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)	m/g from 8/27	8/27/12
31.0	M/G For 17.0.1 / SPOT	10/24/12-10/24/12	2	:30	3:58P- KATIE COURIC					1				1	\$1,700.00	\$1,700.00	WJLA Arlington (WJLA)	NAME CHANGE	10/1/12
32.0	M/G For 18.0.1 / SPOT	10/29/12-10/29/12	2	:30	3:58P- KATIE COURIC		1							1	\$1,700.00	\$1,700.00	WJLA Arlington (WJLA)	NAME CHANGE	10/1/12
33.0	M/G For 9.0.1,10.0.1 / SPOT	10/27/12-10/27/12	3	:30	11:30P- NEWS-ABC 7 NEWS @ 11P								2	2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)	m/g from 10/26	10/26/12

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34.0	M/G For 15.0.1 / SPOT	10/27/12-10/27/12	3	:30	12P- NEWS-SATURDAY ABC 7 NEWS @12N							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)	m/g from 10/26	10/26/12
35.0	M/G For 23.0.1 / SPOT	10/28/12-10/28/12	2	:30	11P- NEWS-ABC 7 NEWS @ 11P								2	2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)	m/g from 10/26	10/26/12
36.0	M/G For 26.0.1,27.0.1 / SPOT	10/28/12-10/28/12	2	:30	5P- NEWS-SUNDAY ABC 7 NEWS @5P								2	2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		10/26/12
37.0	M/G For 24.0.1 / SPOT	11/01/12-11/01/12	4	:30	3:01P- ANDERSON COOPER SHOW					1				1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)	m/g from 10/31	10/31/12
38.0	M/G For 25.0.1 / SPOT	11/01/12-11/01/12	4	:30	3:58P- KATIE COURIC					1				1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)	m/g from 10/31	10/31/12

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